



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Special Meeting - Workshop

Thursday, April 14, 2011

10:00 A.M to 1:00 P.M.

Casa Las Palmas

323 E. Cabrillo Blvd.

Santa Barbara, CA 93101

1) CALL TO ORDER: 10:00 a.m.

2) ROLL CALL

DPC MEMBERS

Matt La Brie	Present
Tom Williams	Present
Eric Kelley	Present
Bill Collyer	Present
Gene McKnight	Excused

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking / TMP Superintendent
Rob Dayton, Principal Transportation Planner
Jessica Grant, Project Planner
Alison Jordan, Water Conservation Coordinator
Rebecca Jimenez, Parking Supervisor
Roy Forney, Parking Coordinator
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

Others Present

Krista Fritzen, Coffee Cat

3) PUBLIC COMMENT

None.

4) APPROVAL OF MINUTES FOR THE REGULAR MEETING OF APRIL 14, 2011

It was moved by B. Collyer and seconded by E. Kelley to approve the minutes. The motion carried 4 yeas/0 nays.

5) OPERATIONS UPDATE

B. Allen updated the committee on the Lot 10 structural construction project. He noted that Cushman Construction was able to complete the project early, and the City had a soft opening on April 13th. The additional construction on the restroom and elevators will be complete within a couple weeks. B. Allen added that City Lot 9 will begin structural upgrade construction on May 2nd, and continue through the end of the month.

V. Garza pointed out that some news media implied that City Lot 2 construction was also going to take place this year, but that is incorrect. The structural upgrade construction for Lot 2 will begin in 2012 after the film festival in February.

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Page - 2 -

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E. Kelley asked if the City began the public outreach for the Lot 9 closure. V. Garza said that the City drafted a press release, posted signs at all entrances and exits of Lot 9, and notified the Lobero and Fiesta 5 theaters. E. Kelley asked if a public meeting will be held. V. Garza responded that no meeting is planned at this time.

M. La Brie asked if there are plans for the reopening of Lot 10, more than just taking the closed signs down. B. Allen said that currently the City is doing a soft opening by removing the closed signs, and the City is preparing a press release for when the elevators are operational. V. Garza pointed out that the elevators are waiting for state inspectors to sign off on the project before the public is allowed to use them. E. Kelley asked City staff to mention the Lot 9 closure in the press release for the reopening of Lot 10.

M. La Brie asked staff for an update on the Helena Street parking lot. V. Garza said that the Redevelopment Agency is handling the negotiations with the engineers, Penfield and Smith, and staff is waiting to receive the initial plans for review.

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6) REVIEW OF PARKING & BUSINESS IMPROVEMENT AREA FISCAL YEAR 2012 ANNUAL REPORT

M. Hamilton presented an overview of the Parking & Business Improvement Area fiscal year(FY) 2012 Annual Report. M. Hamilton noted that there are no changes to the benefit zones, the basis for levying assessments or any changes in the classifications of businesses for FY 2012. B. Allen said that the Report also includes a list of businesses that will receive a one quarter assessment credit for the planned Lot 2 construction. The credit will be in effect for the first quarter of the 2012 calendar year.

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R. Rowse inquired about the live theater category that the Committee had previously discussed with staff. B. Allen stated that the live theater category was not approved by council last year, but it is a topic that staff will continue look at in the coming fiscal years.

E. Kelley motioned and B. Collyer seconded to accept the Draft Annual Parking Business Improvement Area Report FY 2012 and recommend that Council approve the draft Annual Report. The motioned passed 4 yeas/ 0 Nays.

7) RECRUITMENT FOR VACANCY ON DOWNTOWN PARKING COMMITTEE

M. La Brie pointed out that the Committee has two vacant positions and the City recruitment for advisory boards is underway. M. La Brie suggested that Committee members inform anybody

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Page - 3 -

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B. Allen presented the Parking Capital Improvement Program. He said that Downtown Parking has requested Redevelopment Agency(RDA) Funds, and as of now only the Lots 2, 9, and 10 structural construction projects have been approved. The Parking Program also receives \$112,000 each year from the RDA to offset the cost of the Downtown Organization maintenance contract. B. Allen added that the Parking Program is seeking \$200,000 yearly from the RDA going forward.

B. Allen commented on the Parking Program capital reserves chart, given out in the agenda packet. He pointed out the decreasing capital reserves, and said that without increases in revenue, the FY 2015 Parking Program reserves will fall below the mandated City Council limit. B. Allen added that the RDA sunsets in 2015.

M. Hamilton noted incorrect data in the capital reserves chart for FY 2019 and FY 2020.

V. Garza presented the Parking Program performance measures for FY 2012.

9) DOWNTOWN PARKING COMMITTEE WORK PLAN FOR FISCAL YEAR 2012

For this portion of the meeting, the committee brainstormed on the strengths, weaknesses, threats, and opportunities of the Downtown Parking Program. The discussion is summarized below.

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Page - 4 -

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none">• Safe, Clean, effective parking program• Future & past visioning• Dedication to maintaining free period• Convenience• Advocating for customers• Committee is the voice/champion of parking program• Relationship with Downtown Organization(D.O.)• Committee representation/communication with constituency• Effective advocacy• Efficiently run program that meets objectives• Friendly and helpful kiosk operators• Assets and infrastructure• The Committee itself• Feedback from Committee• Customer service, prompt responses• Value of parking to viability/prosperity of downtown environmental and social aspects	<ul style="list-style-type: none">• Not televised• Communication w/ Downtown Organization• Outreach to council• Public outreach timing not corresponding with the timing of the public reaction.• Enterprise structure• Vulnerability of funds• Display of finances is complicated – not presented as a package• Public perception of safety & cleanliness• Transients• Perception that parking is hard to find• Mission Statement• Visibility of structures• City regulations – HLC/EI Pueblo Viejo• Lack of Committee visibility

<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none">• Public outreach – go to public – information table and signage• Quarterly updates to D.O. regarding DTP statistics• Coordinate outreach w/ organizations and websites: D.O., Wheels & Waves, promotion of relevant events• Reminding stakeholders to mention parking• Technology – Social marketing and mobile apps• Customer friendly webpage• Integration of resources• Increasing public awareness of strengths• Multi-faceted approach to promotion• Outreach to customers about DPC & Parking Program• Creating resources for outreach to businesses• Coordinating w/MTD & partnering w/MTD for public outreach: messaging in buses.• Improve communication w/ engineering department: taking away on street parking and right of way issues• Lobby for more autonomy• Protection of enterprise fund• More intense cleaning• Addressing perception of threats• Engaged in expansion of Downtown below Ortega• Green aspects of integrated resources – shuttle & walk• Multiple shopping experiences from parking once.	<ul style="list-style-type: none">• Lack of control over funds• Sunset of RDA – early or planned• Lack of ability for long term planning• Gas Prices• Online Shopping• Sales tax• Non-DTP parking lots• Customer's perception of actual costs to shop is not accurate, causing them to go elsewhere. Customers do not factor in gas and time costs when going elsewhere, such as the outlets in Camarillo.• The perception of the overall downtown experience is lessening• Aggressive pan-handling• Loss of local business in Downtown – the mix of businesses in Downtown• Loss of locals coming downtown due to perception of threats and weaknesses

10) RECAP OF VISIONING AND SWOT ANALYSIS

M. La Brie proposed the formation of three sub-committees to further address the SWOT notes: Finance, Capital, and Operations sub-committees. E. Kelley suggested that M. La Brie's proposal be turned into one committee, with the addition of two more. E. Kelley named the sub-committees as Finance, Government Relations, and Communications.

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Page - 5 -

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Page - 5 -

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Page - 2 -

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Page - 5 -

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11) ADJOURNMENT

1:00 p.m.



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Special Meeting - Workshop

Thursday, April 14, 2011

10:00 A.M to 1:00 P.M.

Casa Las Palmas

323 E. Cabrillo Blvd.

Santa Barbara, CA 93101

1) CALL TO ORDER: 10:00 a.m.

2) ROLL CALL

DPC MEMBERS

Matt La Brie	Present
Tom Williams	Present
Eric Kelley	Present
Bill Collyer	Present
Gene McKnight	Excused

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking / TMP Superintendent
Rob Dayton, Principal Transportation Planner
Jessica Grant, Project Planner
Alison Jordan, Water Conservation Coordinator
Rebecca Jimenez, Parking Supervisor
Roy Forney, Parking Coordinator
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

Others Present

Krista Fritzen, Coffee Cat

3) PUBLIC COMMENT

None.

4) APPROVAL OF MINUTES FOR THE REGULAR MEETING OF APRIL 14, 2011

It was moved by B. Collyer and seconded by E. Kelley to approve the minutes. The motion carried 4 yeas/0 nays.

5) OPERATIONS UPDATE

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M. Hamilton presented an overview of the Parking & Business Improvement Area fiscal year(FY) 2012 Annual Report. M. Hamilton noted that there are no changes to the benefit zones, the basis for levying assessments or any changes in the classifications of businesses for FY 2012. B. Allen said that the Report also includes a list of businesses that will receive a one quarter assessment credit for the planned Lot 2 construction. The credit will be in effect for the first quarter of the 2012 calendar year.

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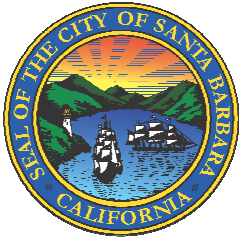
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10:00 A.M to 1:00 P.M.

Casa Las Palmas

323 E. Cabrillo Blvd.

Santa Barbara, CA 93101

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2) ROLL CALL

DPC MEMBERS

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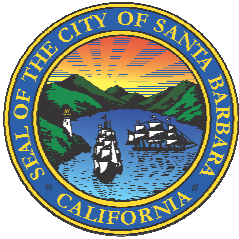
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1:00 p.m.



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Thursday, April 14, 2011

10:00 A.M to 1:00 P.M.

Casa Las Palmas

323 E. Cabrillo Blvd.

Santa Barbara, CA 93101

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2) ROLL CALL

DPC MEMBERS

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Eric Kelley	Present
Bill Collyer	Present
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LIAISONS PRESENT:

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Others Present

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10:00 A.M to 1:00 P.M.

Casa Las Palmas

323 E. Cabrillo Blvd.

Santa Barbara, CA 93101

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DPC MEMBERS

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Bill Collyer	Present
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LIAISONS PRESENT:

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Others Present

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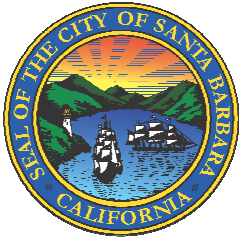
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DOWNTOWN PARKING COMMITTEE MEETING MINUTES

April 14, 2011

Page - 4 -

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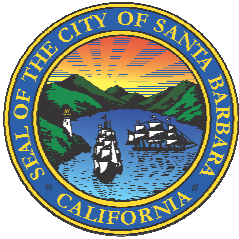
April 14, 2011

Page - 5 -

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11) ADJOURNMENT

1:00 p.m.



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Special Meeting - Workshop

Thursday, April 14, 2011

10:00 A.M to 1:00 P.M.

Casa Las Palmas

323 E. Cabrillo Blvd.

Santa Barbara, CA 93101

1) CALL TO ORDER: 10:00 a.m.

2) ROLL CALL

DPC MEMBERS

Matt La Brie	Present
Tom Williams	Present
Eric Kelley	Present
Bill Collyer	Present
Gene McKnight	Excused

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking / TMP Superintendent
Rob Dayton, Principal Transportation Planner
Jessica Grant, Project Planner
Alison Jordan, Water Conservation Coordinator
Rebecca Jimenez, Parking Supervisor
Roy Forney, Parking Coordinator
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

Others Present

Krista Fritzen, Coffee Cat

3) PUBLIC COMMENT

None.

4) APPROVAL OF MINUTES FOR THE REGULAR MEETING OF APRIL 14, 2011

It was moved by B. Collyer and seconded by E. Kelley to approve the minutes. The motion carried 4 yeas/0 nays.

5) OPERATIONS UPDATE

B. Allen updated the committee on the Lot 10 structural construction project. He noted that Cushman Construction was able to complete the project early, and the City had a soft opening on April 13th. The additional construction on the restroom and elevators will be complete within a couple weeks. B. Allen added that City Lot 9 will begin structural upgrade construction on May 2nd, and continue through the end of the month.

V. Garza pointed out that some news media implied that City Lot 2 construction was also going to take place this year, but that is incorrect. The structural upgrade construction for Lot 2 will begin in 2012 after the film festival in February.

DOWNTOWN PARKING COMMITTEE MEETING MINUTES

April 14, 2011

Page - 2 -

T. Williams asked if the bid is locked in for the Lot 2 construction, or will it change depending on the economic climate at the time of construction. B. Allen confirmed that the bid amount is locked in, as that was part of the contract.

E. Kelley asked if the City began the public outreach for the Lot 9 closure. V. Garza said that the City drafted a press release, posted signs at all entrances and exits of Lot 9, and notified the Lobero and Fiesta 5 theaters. E. Kelley asked if a public meeting will be held. V. Garza responded that no meeting is planned at this time.

M. La Brie asked if there are plans for the reopening of Lot 10, more than just taking the closed signs down. B. Allen said that currently the City is doing a soft opening by removing the closed signs, and the City is preparing a press release for when the elevators are operational. V. Garza pointed out that the elevators are waiting for state inspectors to sign off on the project before the public is allowed to use them. E. Kelley asked City staff to mention the Lot 9 closure in the press release for the reopening of Lot 10.

M. La Brie asked staff for an update on the Helena Street parking lot. V. Garza said that the Redevelopment Agency is handling the negotiations with the engineers, Penfield and Smith, and staff is waiting to receive the initial plans for review.

V. Garza informed the committee of plans to resurface several City parking lots in the summer time. The work was originally postponed due whether. B. Allen added that Downtown Parking staff will work with Engineering staff, so the work will take place after the Lot 9 construction project is complete. R. Rowse asked how long a lot will be closed for surfacing and striping. V. Garza said that it takes one day for the surfacing and one more day for striping.

6) REVIEW OF PARKING & BUSINESS IMPROVEMENT AREA FISCAL YEAR 2012 ANNUAL REPORT

M. Hamilton presented an overview of the Parking & Business Improvement Area fiscal year(FY) 2012 Annual Report. M. Hamilton noted that there are no changes to the benefit zones, the basis for levying assessments or any changes in the classifications of businesses for FY 2012. B. Allen said that the Report also includes a list of businesses that will receive a one quarter assessment credit for the planned Lot 2 construction. The credit will be in effect for the first quarter of the 2012 calendar year.

T. Williams asked what benefit small businesses or businesses not on State Street receive from the PBIA assessment. V. Garza pointed out that even small businesses benefit because their clients or a delivery truck still use the City lots for short term parking. B. Allen clarified for T. Williams that the PBIA is strictly for the support of the Parking Program operations and utility costs, which is separate from the Downtown Organization.

R. Rowse inquired about the live theater category that the Committee had previously discussed with staff. B. Allen stated that the live theater category was not approved by council last year, but it is a topic that staff will continue look at in the coming fiscal years.

E. Kelley motioned and B. Collyer seconded to accept the Draft Annual Parking Business Improvement Area Report FY 2012 and recommend that Council approve the draft Annual Report. The motioned passed 4 yeas/ 0 Nays.

7) RECRUITMENT FOR VACANCY ON DOWNTOWN PARKING COMMITTEE

M. La Brie pointed out that the Committee has two vacant positions and the City recruitment for advisory boards is underway. M. La Brie suggested that Committee members inform anybody

DOWNTOWN PARKING COMMITTEE MEETING MINUTES

April 14, 2011

Page - 3 -

they may think would be an interested stakeholder. B. Allen added that the City will accept and review applications through May, and City Council will conduct interviews in June and make appointments. B. Allen stated that the Committee has been down at least one and more recently two members, and without increased interest, the Committee may need to be reexamined for efficacy.

T. Williams said that many people do not know the Downtown Parking Committee exists, and televised meetings would help get the word out, even if only a few people watch.

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